

Mark Scheme (Results)

Series 3 2014

Pearson LCCI Level 2  
MARKETING ASE2025

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**LCCI IQ SERIES 3 EXAMINATION 2014  
MARKETING  
LEVEL 2  
MARKING SCHEME**

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**DISTINCTION MARK 75%  
MERIT MARK 60%  
PASS MARK 50%**

**TOTAL 100 MARKS**

**Question 1**

**Syllabus Topic 1.5: Environmental issues**

Award 1 mark for each correct answer (the Letter Es can be answered in any order)

LEGAL  
ECONOMIC  
EDUCATION  
TECHNOLOGY  
ENVIRONMENT

(5 marks)

**Question 2**

**Syllabus Topic 3.2: Segmentation, targeting & positioning**

Award 1 mark for each correct answer: Answers from:

- Gender, age, occupation, religion, family life cycle, education, ethnicity, socio-economic, nationality

(5 marks)

**Question 3**

**Syllabus Topic 4.2: Research methodology**

Award 1 mark for each correct answer: Answers from:

- Face to face, telephone survey, online survey, consumer panel, postal survey, retailer audit, focus group

(5 marks)

**Question 4**

**Syllabus Topic. 5.1: The marketing mix**

If C for convenience is the same as P for place, supply the following alternatives.

Product = CUSTOMER VALUE (1)  
Price = COST (1)  
Physical evidence = CONFIRMATION (1)  
Process = COORDINATION (1)  
Promotion = COMMUNICATION (1)

(5 marks)

**Question 5**

**Syllabus Topic. 5.2: Product**

- (a) Any name, sign, symbol, logo, trademark or a combination of any of these elements (1) that help distinguish the product of an organisation from those of its competitors. (1)

(2 marks)

- (b) A patent is a legally registered claim (1) to the exclusive rights to produce or manufacturer a particular product in a designated format. (1) It is granted by a state to an inventor or their assignee for a limited period of time in exchange for a disclosure of an invention. (1)

(3 marks)

**Question 6**

**Syllabus Topic 5.3: Price**

Award 1 mark for each correct answer: Answers from:

- Status, quality, durability, ease of use, product features, benefits obtained, size, weight. (5 marks)

**Question 7**

**Syllabus Topic 5.8: People**

Award 1 mark for each correct answer: Answers from:

knows many people    correct attitude    product knowledge    has business qualifications

wears smart fashionable clothes    is good looking    speaks several languages

has short hair    professional appearance and manner    is a quick learner

has discretion and commitment    is very good at arithmetic    is always smiling

**Effective interpersonal behaviour**

(5 marks)

**Question 8**

**Syllabus Topic 6.1: Promotional Mix**

Identify the type of promotional tool most likely to be used by each of the following.

- |  |                                       |
|--|---------------------------------------|
| A charity  | PUBLIC RELATIONS (1)                  |
| An aircraft manufacturer                               | PERSONAL SELLING (1)                  |
| An online company with a transactional website         | DIRECT MAIL or BANNER ADVERTISING (1) |
| An FMCG company  | ADVERTISING (1)                       |
| An hotel with many empty rooms during a holiday period | SALES PROMOTION (1)                   |

(5 marks)

**Question 9**

**Syllabus Topic 6.3: Budgets**

- Objective and task (1)
- Percentage of past (or estimated future) sales (1)
- Same as competitor (1)
- Same as last time (1)
- All you can afford (1)

(5 marks)

**Question 10**

**Syllabus Topic 6.8: Personal selling**

Journey planning is vital as it is used to:

- reduce travelling distances between calls (1)
- reduce travelling time between calls (1)
- maximise the salesperson's selling time (1)
- allow more frequent calls on major customers (1)
- maximise turnover and reduce costs associated with a territory (1)

(5 marks)

**Question 11****Syllabus Topic 1.3: Legal, ethical and regulatory requirements**

(Examiners to use own knowledge and experience to mark the candidate's possible alternative answers.)

Key elements are however: (any 5 from)

- to produce much more energy efficient products (1)
- to minimise the use of scarce raw materials (1)
- make greater use of sustainable raw materials (1)
- produce recyclable products (1)
- to use recyclable packaging (1)
- produce environmentally friendly products (1)

(5 marks)

**Question 12****Syllabus Topic 6.5: Public relations**

Publicity is something that happens whether an organisation wants it or not. (1) Such things as a fire at the factory, a product recall, death of an employee by an accident, a scandal involving a celebrity featured in advertisement etc will all attract publicity and coverage in the media. (1) Public relations on the other hand is an activity that is planned in advance (1) and carried out at a time and place of the organisation's choosing. (1) Examples being to launch a sponsorship campaign, attend an exhibition, issuing of a press release etc. (1)

(5 marks)

**Question 13****Syllabus Topic 2.2: Objectives & Budgeting**

The sales plan/forecast is an estimate of the total income for the organisation in a coming period arrived at by calculating potential future sales. (1) Future sales will impact on levels of production required, (1) the amount of staff that will be needed, (1) the goods that the purchasing department will have to procure, (1) the finance that will be required at any given period. (1)

(5 marks)

**Question 14****Syllabus Topic 3.2 Segmentation, Targeting & Positioning**

- (a) Targeting is the process of selecting and selling to one or more segments (1) within a total market that the organisation will seek to serve and satisfy (1)
- (b) Targeting will enable the organisation to determine a distribution policy (1), how to communicate with the chosen segment(s) (1) and give very strong indications of the pricing levels/policies to be introduced (1)

(2 marks)

(3 marks)

**Question 15****Syllabus Topic 4.2: Research Methodology**

- (a) A consumer group is a small number (7–10) of consumers (1), selected from an organisation's registered panel of consumers, (1) who will be invited to a location (often company premises) to test some aspect of a company's operation, for research purposes.(1)
- (b) Consumer groups are invariably used to pre-test or pre-try a new product before it is test marketed (1). They are frequently used to preview and comment on a proposed advertising campaign before it is issued to the media and as a focus group. (1)

(3 marks)

(2 marks)

**Question 16**

**Syllabus Topic 2.3: Planning and Control**

(a) Feedback allows decision-makers to evaluate the results of their decisions (1) and how those decisions have been implemented.(1) It allows decision-makers to make corrections to their decisions or the methods of implementation. (1)  
(3 marks)

(b) The second step is devising a series of alternative methods or ways of dealing with the identified problem. (1) This should generate a series of possible solutions for consideration. (1)  
(2 marks)

**Question 17**

**Syllabus Topic 1.2: Organising for Marketing**

Consumer (1)  
Industrial (1)  
Governmental (1)  
Non-profit (1)  
e-commerce/internet (1)  
(5 marks)

**Question 18**

**Syllabus Topic 6.6: Advertising**

(a) Advertising presents the most persuasive possible selling messages (1) to the right prospects for a product or service at the lowest possible cost. (1)

**Or**

Advertising is a paid form of non-personal communication, (1) from an identified sponsor, transmitted through a mass medium to a targeted audience. (1)  
(2 marks)

(b) Allocate 1 mark each for any 3 answers from  
Inform, persuade, remind, reassure  
(3 marks)

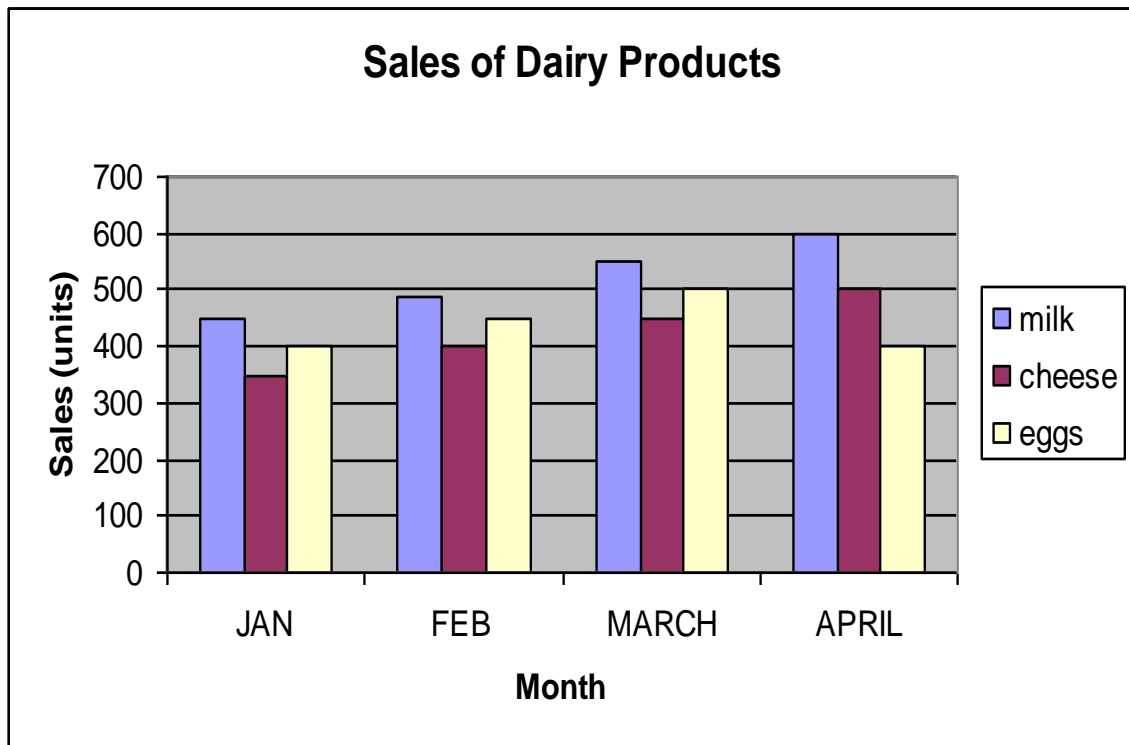
**Question 19**

**Syllabus Topic 5.2: Product**

(a) Product characteristics are some aspect of the product itself (1) such as the ingredients,(1) materials it is made from, the size, shape or colour that it is manufactured in. (1)  
(3 marks)

(b) Any two from:  
Convenience (1), status (1), comfort or enjoyment (1) speed of delivery (1)  
(2 marks)

Question 20 Syllabus Topic 2.1: Marketing Planning – Information



Allocate marks as follows:

2 x correctly labelled axes = 2 marks (1 mark each)

Correctly labelled graph = 1 mark

Correct legend given = 1 mark

Correctly entered data = 1 mark

(5 marks)

